



## **Information Sessions / Wine & Cheese Tips**

***Throughout the academic year various companies will be hosting "Information Sessions" and "Wine & Cheese" events for management students. They last from 1 – 2 hours and typically involve a short presentation with Q&A followed by a brief reception. Here are a few tips that will help you to prepare.***

### **TIPS**

- Remember the impact of the first "visual impression". Your appearance must be impeccable. **For a Wine & Cheese, dress and prepare as you would for a job interview. Information Sessions tend to be less formal.** Studies show that people form an impression about you within the first 7 - 30 seconds of meeting you.
- When meeting a host/guest/potential employer at the event, **smile, make eye contact, and shake hands confidently.** Make sure the hand shake is firm but not TOO FIRM. Don't wait for the employer/ host to initiate conversation. Approach them. **Introduce yourself with your first and your last name, and a little bit about yourself.** ( e.g. "Hello, I'm David Miller , and I'll be graduating in the spring of 2000 with a degree in Marketing") Thank them for coming/supporting the event/participating/etc. This is an excellent way to initiate conversation.
- **Don't ask them to "tell me about your company".....**it will demonstrate that you have not done any research. Instead ask about what they look for in students, what their training program is like, or the type of work new grads typically do in their first year of employment.
- **Keep your right hand free in order to shake hands.** Avoid holding the cold glass in your right hand .....your hand will feel cold and clammy to the touch, even if you switch the glass to your left hand.
- **Talk about their organization,** and ask questions about future trends in their industry/business. If you've read a recent article about them, or heard a news report about their success or a new initiative, weave that in to the conversation. **Listening is an important part of the communication process, so listen attentively to what they have to say.** You don't have to "carry the ball" in every conversation.
- If you are with a **group of students who are talking to an employer, make sure you participate in the conversation, but do not dominate it.** Recruiters tend to make note of 2 types of behaviours at social events.....those that tend to "hog the show" and don't let others participate in the conversation, and those that stand idly by.
- **Remember to use appropriate language...** avoid slang, and talking about last night's "beer bash". **Always remember that you are an educated person, and are heading for a professional role in business/management.**
- Wearing a **name tag?** Place it on the right side close to your shoulder.
- **Remember the "zone of space".** Keep a distance of about 3 feet between you and the other person. If this is too uncomfortable for you, then stand about one arm's length away.
- **Make sure to get the employer's business card.** Make notes about the company, and what you've learned. The back of the card is a good place to put that info. Discreetly take periodic note breaks during the evening to record the information you gather.

**REMEMBER TO ALWAYS VIEW THESE EVENTS AS OPPORTUNITIES  
FOR YOU TO NETWORK AND MEET POTENTIAL EMPLOYERS.....  
NOT TO SOCIALIZE WITH YOUR FRIENDS.**